

## CLAIMS

What is claimed is:

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1. A computer-implemented method for managing a plurality of electronic media files used in designing Web pages comprising the steps of:

locating types of media with a media managing software module for use in Web pages;

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defining the types of media for use in Web pages; and

storing the media types for organizing media files that are accessible by clients in a distributed computing network for creating Web pages.

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2. The method of Claim 1, wherein the step of locating media types includes determining which types of media are needed for creating Web pages.

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3. The method of Claim 1, wherein the step of defining media types includes defining a format type chosen from the group consisting of gif, jpeg, png, tiff, mpeg, psd, pict and bmp.

4. The method of Claim 1, wherein the step of storing the media types further comprises storing the media types on a storage device accessible by clients.

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5. A computer-readable medium having computer-executable instructions for performing the steps recited in Claim 1.

6. A method for writing text for a Web page using a media managing software module comprising the steps of:

searching for a media element to insert into a Web page;

if the needed media element is located,

inserting a unique identifier for the media element into the Web page;

if the needed media element is not located,

creating a spec for the needed media element; and

storing the spec for subsequent retrieval.

7. The method of Claim 6, wherein the step of creating a spec for the needed media element comprises attaching a screen shot of the desired media element to the spec.

8. The method of Claim 6, further comprising the step of continuing to write the text of the Web page after the media element file name is inserted or the spec is created.

9. The method of Claim 6, further comprising the step of updating specs associated with media elements.

10. A computer-readable medium having computer-executable instructions for performing the steps recited in Claim 6.

11. A method for fulfilling a spec request for a media element in a Web page using a media managing software module comprising the steps of:

generating a report of unfulfilled specs using a media managing software module;  
selecting an unfulfilled spec requesting a media element;  
5 obtaining the media element requested by the unfulfilled spec; and  
associating the media element with the unfulfilled spec.

12. The method of Claim 11, wherein the step of obtaining the media element requested by the unfulfilled spec comprises creating the media element.

13. The method of Claim 11, wherein the step of obtaining the media element requested by the unfulfilled spec comprises:

locating the media element requested by the unfulfilled spec; and  
importing the media element for access with the media managing software

module.

14. The method of Claim 11, wherein the step of associating the media element with the spec includes linking the media element with the spec

15. The method of Claim 11, further comprising the step of verifying that all media elements associated with specs in a Web page are available.

16. A computer-readable medium having computer-executable instructions for performing the steps recited in Claim 11.

17. A computer-implemented system for supporting the use of media in Web pages comprising:

a server computer;

a client coupled to the server computer;

a media managing software module stored on the server computer and accessible by the client for organizing the media, creating requests for the media, and responding to requests for the media; and

a storage device coupled to the server computer, the storage device operable for storing media and data.

18. The system of Claim 17, wherein the media managing software module is further operable for supporting the search for media and insertion of media references into the Web page.

19. The system of Claim 17, wherein the media managing software module works with a Web authoring software module operating on the client to create Web pages.

20. The system of Claim 17, wherein the storage device is further operable for storing requests for media.

21. The system of Claim 17, wherein the requests for media comprise images and textual descriptions.